

Listing of Claims:

Claims 1-30 (Canceled).

31. (New) A marketing research method comprising:

distributing a plurality of copies of a printed matter each
marked with an optically readable coded image encoding ID

information and a URL specifying an information resource on the

Internet, wherein the ID information includes information to
identify at least one of a name, type, distribution area, date of
distribution and purpose of distribution of the printed matter;

obtaining ID information identifying respective copies of
the printed matter and access information for each access to the
information resource responsive to an operation of: (i) optically
reading with a reading device the optically readable coded image
provided on the printed matter, (ii) restoring the URL and the ID
information from the read coded image, and (iii) accessing the
information resource corresponding to the restored URL via

an access device which is connected to the reading device;

storing the restored ID information and the access
information; and

producing a marketing research report utilizing the stored
ID information and the stored access information.

32. (New) The marketing research method according to claim 31, wherein the URL includes the ID information.

33. (New) The marketing research method according to claim 31, wherein the optically readable coded image further contains a browser starting program for starting a browser for the access device.

34. (New) The marketing research method according to claim 31, wherein the printed matter is one of a newspaper, a magazine, a book, a journal, a pamphlet, a catalog, a leaflet and a ticket.

35. (New) The marketing research method according to claim 31, wherein each copy of the printed matter carries at least one of a plurality of articles and advertisements and the at least one of each article and each advertisement shown on the printed matter is provided with a respective optically readable coded image, and the URL contained in each of the coded images includes ID information for identifying the at least one of the article and the advertisement.

36. (New) The marketing research method according to claim 31, wherein the information resource is an information resource belonging to the issuer of the printed matter.

37. (New) The marketing research method according to claim 31, wherein the plurality of copies of the printed matter contain a same advertisement and the advertisement of each copy of the printed matter is accompanied by a coded image specific to the printed matter, and the information resource is an
5 information resource belonging to a sponsor of the advertisement.

38. (New) The marketing research method according to claim 31, wherein the access information on the accesses to the information resource includes at least one of a number of accesses, date and time of each of the accesses and data on each
5 person who accessed the information resource.

39. (New) The marketing research method according to claim 31, wherein the optically readable coded image includes information on at least one of a sound, an image and a text in addition to the URL.

40. (New) An information resource for use in marketing research relating to a distribution a plurality of copies of a printed matter each having an optically readable coded image encoding ID information and a URL specifying the information resource on the Internet, wherein the ID information includes information to identify at least one of a name, type, distribution area, date of distribution and purpose of distribution of the printed matter, said information resource comprising:

means for transmitting, to an access device, information to be displayed on the access device, in response to an access by the access device; and

means for obtaining ID information identifying respective copies of the printed matter and access information for each access to the information resource responsive to an operation of: (i) optically reading with a reading device the optically readable coded image provided on the printed matter, (ii) restoring the URL and the ID information from the read coded image, and (iii) accessing the information resource corresponding to the restored URL via the access device, which is connected to the reading device;

means for storing the restored ID information and the access information; and

means for producing a marketing research report utilizing
25 the stored ID information and the access information.

41. (New) The information resource according to claim 40, wherein the information resource is an information resource belonging to the issuer of the printed matter.

42. (New) The information resource according to claim 40, wherein the plurality of copies of the printed matter contain a same advertisement and the advertisement of each copy of the printed matter is accompanied by a coded image specific to the
5 printed matter, and the information resource is an information resource belonging to a sponsor of the advertisement.

43. (New) The information resource according to claim 40, wherein the access information on the accesses to the information resource includes at least one of a number of accesses, date and time of each of the accesses and data on each person who accessed the information resource.